

Exhibit 22 to Plaintiff's
Memorandum of Points and Authorities
in Support of Its Motion for Temporary
Restraining Order and Preliminary Injunction
(PX00809)



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Re: WF not invulnerable to competition (Not rated)

21-Apr-05 12:18 pm

All this move will do is help Whole Foods get even stronger by introducing more customers to Whole Foods type products. Eventually thousands of these people will trade up to Whole Foods.

What you and other Bears on Whole Foods continually fail to understand is that it isn't unique products that gives Whole Foods its strong competitive advantage in the market place. The conventional markets like Safeway have been selling Whole Foods products for many, many years now.

What sets Whole Foods apart are the following things:
1. Commitment to their Mission and Core Values. Safeway has no Mission except to maximize shareholder value.
2. Whole Foods commitment to the Customer--not the shareholder--as the primary stakeholder. Whole Foods customer service is so far superior to Safeway and other conventional stores that it is ridiculous.
3. Whole Foods commitment to their employees ahead of their shareholders--the key to their extraordinary high levels of customer service.
4. Whole Foods commitment to quality of foods. Their supply chain management for perishable foods is a decade ahead of any of these conventional markets. Safeway will never be able to match it or even come close to it.
5. Whole Foods authenticity, integrity, and the power of their brand with their customers. This creates strong loyalty from their customer base--something Safeway doesn't have and likely never will have.
6. No unions. Safeway is almost completely unionized and that creates the adversarial and untrusting relationships that we saw so clearly in Southern California last year during the big grocery strike. Bad employee relationships with unions results in bad customer service. Safeway won't be able to change this.

Want proof? Whole Foods same-store-sales last year were 14.9%. Safeway's were 1%.

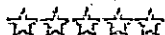
liberfar--please let us know when Safeway begins to actually hurt Whole Foods in competition--not when they plan to hurt them, but when they actually do. Thanks.



rahodeb

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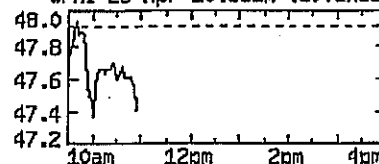


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Whole Foods Market Inc. (WFMI)

New! Try our new Charts in Beta
WFMI 26-Apr 10:53am (C)Yahoo!



At 11:00AM ET: **47.41** ↓ 0.50 (1.04%)

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Re: WF not invulnerable to competiion	stockpoo	Rate It	21-Apr-05 10:01 am
>>Maybe they have come to the conclusion that it i...			
Re: WF not invulnerable to competiion	pollttb	Rate It	21-Apr-05 10:12 am
The glory days are over as zero economic profit ra...			
Re: WF not invulnerable to competiion	thlrd_down_and_fo...	Rate It	21-Apr-05 11:21 am
what about fresh market? they have a fairly large ...			
Re: don't be fooled	stockpoo	Rate It	21-Apr-05 12:36 pm
>>I had my law degree and MBA by my 27th...			
Re: don't be fooled	noendinsightforth...	Rate It	21-Apr-05 02:05 pm
It's bragging if it true or not, but the...			
Re: don't be fooled	pollttb	Rate It	21-Apr-05 03:25 pm
Hey goofball, it's an imposter. Wh...			
Re: WF not invulnerable to competiion	rahodeb	Not rated	21-Apr-05 12:18 pm
Re: WF not invulnerable to competiion	pollttb	Rate It	21-Apr-05 01:17 pm
All of that is not that difficult or unimagin...			
Re: WF not invulnerable to competiion	lberfar	Rate It	21-Apr-05 04:09 pm
rahodeb- Your love for this stock is so obvi...			
Re: WF not invulnerable to competiion	rahodeb	Rate It	21-Apr-05 04:22 pm
lberfar- Your dislike for this stock is...			
Re: WF not invulnerable to competiion	mgligson	Rate It	21-Apr-05 05:30 pm
So what is the market penetration o...			
Re: WF not invulnerable to competiion	lberfar	Rate It	21-Apr-05 05:32 pm
rahodeb- Ok, I appreciate the humor...			
Re: WF not invulnerable to competiion	wfnkpt	Rate It	21-Apr-05 05:52 pm
Liberfar: Even though I disagr...			
Re: WF not invulnerable to competiion	noendinsightforth...	Rate It	21-Apr-05 06:34 pm
I actually agree. Compet...			
Re: WF not invulnerable to competiion	lberfar	Rate It	22-Apr-05 10:54 am
noendinsig htforthist...			
Re: WF not invulnerable to	rahodeb	Rate It	21-Apr-05 05:59 pm

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 Jim Cramer.
www.TheStreet.com

competition
liberfar, We can speculate
al...

Re: WF not invulnerable to pollttb
competition
The burden of proof
lies ...

Rate It 21-Apr-05 06:32 pm

Re: WF not invulnerable to annabella2450
competition
I agree rahodeb that
Safe...

Rate It 21-Apr-05 07:00 pm

Re: WF not invulnerable Hog152
to competition
Good response
Annabe...

Rate It 21-Apr-05 09:29 pm

Re: WF not invulnerable to stockpoo
competition
lets not forget that the ...

Rate It 21-Apr-05 09:49 pm

Re: WF not invulnerable to jazuleman
competition
I'm new to this board
but...

Rate It 22-Apr-05 09:32 am

Re: WF not invulnerable pollttb
to competition
Uh-oh...yo u're
quest..

Rate It 22-Apr-05 09:56 am

Re: WF not invulnerable rahodeb
to competition
Numbers to back up
w...

Rate It 22-Apr-05 12:12 pm

Re: WF not invulnerable to
competition
pollttb
Decades ? Not s...

Rate It 22-Apr-05 12:17 pm

Re: WF not invulnerable to
competition
liberfar
rahodeb - come d...

Rate It 22-Apr-05 12:43 pm

Re: WF not invulnerable to
competition
rahodeb
liber far, ...

Rate It 22-Apr-05 01:55 pm

Re: WF not invulnerable to
competi...
jazuleman
Ho w o...

Rate It 22-Apr-05 02:36 pm

Re: WF not invulnerable
to compet...
rahodeb
ja zu l...

Rate It 22-Apr-05 04:24 pm

Re: WF not invulnerable
to comp...
stockpoo
>> I d...

Rate It 22-Apr-05 07:23 pm

Re: WF not invulnerable to competition...
ra ho d...
Rate It 22-Apr-05 05:03 pm

Re: WF not invulnerable to competition...
li be r...
Rate It 22-Apr-05 05:56 pm

Re: WF not invulnerable to competition
Liber far: ...
Rate It 22-Apr-05 01:57 pm

Re: WF not invulnerable to competition
Liber far -...
Rate It 22-Apr-05 02:01 pm

Re: WF not invulnerable to competition
>> liberfa r (an...
Rate It 22-Apr-05 02:50 pm

Re: WF not invulnerable to competition
If Safeway can prove that thes...
Rate It 21-Apr-05 06:29 pm

Re: WF not invulnerable to competition
Safeway can't execute for <z_>@#\$. They...
Rate It 21-Apr-05 04:29 pm

Re: you know the expression...ravenwork
Bwahahahahahaha ha!
Have you e...
Rate It 22-Apr-05 12:05 am

Re: you know the expression...
Put him/her on iggy...I d...
Rate It 22-Apr-05 08:11 am

Re: WF not invulnerable to competition
liberfar: On what info are you basing your statem...
Rate It 22-Apr-05 02:35 pm

Re: WF not invulnerable to competition
Surgeon- There was an article in the Denver P...
Rate It 22-Apr-05 03:54 pm

Re: WF not invulnerable to competition
Even Superman was vulnerable to somethin...
Rate It 22-Apr-05 04:17 pm

Re: Cure for Strep
Hog, Try a lot of raw...
Rate It 23-Apr-05 12:25 am

Re: Cure for Strep
I find that Oil of Oregano is ...
Rate It 23-Apr-05 12:29 am

Re: Cure for Strep
Tanks alot.

Hog152

Rate It

23-Apr-05 01:32 pm

Re: WF not invulnerable to
competition

liberfar

Rate It

23-Apr-05 10:43 am

Hog- "I'll stipulate to WFM
could b...

Re: WF not invulnerable to
competition

wfnkpt

Rate It

23-Apr-05 11:24 am

Seeing as it is draft day
for ...

Re: WF not invulnerable to
competition

rahodeb

Rate It

23-Apr-05 12:26 pm

liberfar, Your ditty is
compl...

Re: WF not invulnerable to
competition

pollttb

Rate It

23-Apr-05 10:38 pm

Maybe your numbers are
ok...

Re: WF not invulnerable to
competition

liberfar

Rate It

25-Apr-05 02:06 pm

rahodeb-"You seem to
beli...

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